

- (2) They shall come into force on the date of their publication in the official Gazette.

2. In the Cable Television Networks Rules, 1994.

- (i) in rule 6, in sub-rule (1) after clause (o) the following proviso shall be inserted, namely:—

"Provide that no film or film song or film promo or film trailer or music video or music albums or their promos, whether produced in India or abroad, shall be carried through cable service unless it has been certified by the Central Board of Film Certification (CBFC) as suitable for unrestricted public exhibition in India".

- (ii) in rule 7, for sub-rule (9) the following shall be substituted, namely:—

"(9) No advertisement which violates the Code for self-regulation in advertising, as adopted by the Advertising Standard Council of India (ASCI), Mumbai, for public exhibition in India, from time to time, shall be carried in the Cable service".

[F.No. 2302/1/2001-BC-III (Part)]

N. BAIJENDRA KUMAR, Jt. Secy.

Note: The principal rules were published in Gazette of India, Part II, Section 3, Sub-section (i) *vide* number GSR 729(E) dated the 29th September and subsequently amended by GSR 459 (E) dated the 8th October, 1996 and GSR 710(E) dated the 8th September, 2000, and GSR 282 (E) dated the 11th May, 2006.

**Bill to regulate the Press and Media on sting operations**

940. SHRI VEDPRAKASH P. GOYAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government are planning to introduce a Bill to regulate the Press and Media to stop sting operations;

(b) if so, the details thereof;

(c) the reasons to introduce such a law, which would minimize the press and media freedom in a democratic country; and

(d) what checks and balances would be there in the proposed Bill?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) Currently there is no such proposal in the draft of the proposed Broadcasting Services Regulation Bill 2006 to stop sting operations.

(b) to (d) Question does not arise.

### **Sale of wine through illusive advertisement**

†941. SHRI JANESHWAR MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that beverage companies of foreign origin are promoting the sale of wine through illusive advertisement on television whereas Government have imposed restrictions on it;

(b) whether it is also fact that rules in this regard issued earlier have been relaxed through a notification recently issued by the Ministry and the benefit of it is being enjoyed by these companies;

(c) if so, whether Government would take any action to stop illusive advertisements; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) Certain instances of advertisement of companies of foreign origin sharing the brand name and logo with alcoholic products have been brought to the notice of the Government.

(b) to (d) Vide Notification dated 9-8-2006 [annexed as statement (see below)], certain conditions have been imposed for advertisements of a product on cable service that uses a brand name or logo, which is also used for cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants. All such advertisements have to be previewed and certified by Central Board of Film Certification suitable for unrestricted public exhibition prior to telecast or transmission or retransmission.

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†Original notice of the question was received in Hindi.